

Downtown Surrey Business
Improvement Association

LOOKING FORWARD 2023



604.580.2321
downtownsurreybia.com
10362 King George Blvd

We respectfully acknowledge that the Downtown Surrey BIA, and Downtown Surrey is located on the unceded traditional and ancestral lands of the Kwantlen, Musqueam, Katzie, Semiahmoo, Tsawwassen, Qayqayt and Kwikwetlem peoples.

LOOKING FORWARD TO 2023

In 2023, the Downtown Surrey BIA will continue the work of 2022; showcasing the many opportunities for investment in Downtown Surrey while supporting the current local businesses with area enhancement and proactive programs to aid their development and growth. New programs and changes to old programs are listed below.

ECONOMIC DEVELOPMENT



In 2023, we have two events planned. A community event where the residents of Surrey will be invited to see the various developers showcase their plans in Downtown Surrey. A special guest or panel will be invited to speak at a networking event in November.

Elizabeth will continue to promote Downtown Surrey at various trade shows, conferences, workshops, luncheons and dinners. In addition, Elizabeth will work with developers to assist with issues as they arise and continue to forward leads for potential tenants for their commercial properties.

Finally, Elizabeth will continue to provide updated information on opportunities in Downtown Surrey to commercial and residential realtors as requested.

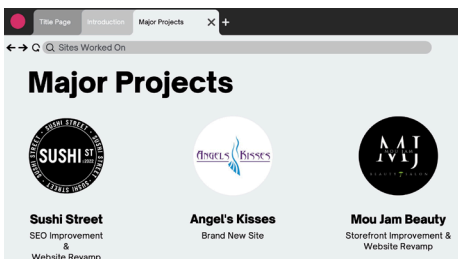
GOVERNMENT RELATIONS



The DSBIA will continue to work with all levels of government on behalf of the membership to ensure a safe, vibrant community to do business in.

In the event, an election is called before the end of 2023, we will host a candidates meeting where community members will have the opportunity to meet and question candidates running to represent the riding.

MARKETING



We will continue to work with Laura Ballance to identify and spread good news stories on a variety of positive topics in Downtown Surrey throughout 2023. We will also continue promoting "Shop Local" throughout the year.

Our interns will continue to monitor and post on our various social media platforms highlighting special events, sales, and programs happening in the area.

During the summer, if we continue to receive funding from Canada Summer Jobs, the Click on Surrey team will return from May through August to assist local businesses with website, social media, filming, photography and graphic design needs.

SAFETY



Once our Renewal is confirmed, we will be expanding the Bike Patrol. On Monday and Saturday, there will be one team from 9:30am-5:30pm. Tuesdays to Fridays, we will have one team from 9am-5pm and another team from 10:30am-6:30pm. We hope this will serve the businesses better by increasing the number of teams on duty between 10:30-5pm when we get more calls for service.

The DSBIA is currently working with the RCMP, Surrey Fire Services, Bylaws and Community Services to come up with solutions to mitigate fires in the area.

Watch for more community safety breakfasts and lunches over the next year.

AREA ENHANCEMENT AND PLACEMAKING



Once our Renewal is confirmed, we will be expanding the Clean Street Program to include additional streets north of 104 Avenue.

We have plans for placemaking activities and events throughout the summer.

Our pilot program for large item pick-up will be continued although cut to six months per year.

EVENTS



We are always looking for new events to incorporate into our schedule. What we have planned so far:

April 29

Party for the Planet

June 17

Surrey Fest Downtown to be held at Central City Plaza

June 27

The Long, Long Table to be held at Civic Plaza

July 1

Canada Day in Cloverdale

July 22, 23

Fusion Fest at Holland Park

August 5, 12, 19

Movies Under the Stars at Holland Park

November 18

Tree Lighting Festival at Civic Plaza

November 14 - December 10

Elf on the Shelf Scavenger Hunts

December 2 - 10

Gingerbread Village at Central City

Still to be scheduled: Surrey Voices, placemaking events.

BUDGET FOR 2023

Approved by Membership at EGM, July 2022 as part of the DSBLA Renewal

REVENUE

Levy	\$1,310,816
Event Sponsorships	\$52,500
Total Revenue	\$1,363,316

EXPENSES

Board of Directors	\$23,300
Finance & Audit	\$16,100
Government Relations	\$11,150
Marketing	\$110,300
Events	\$103,300
Safety	\$257,200
Member Services	\$49,000
Economic Development	\$56,550
Area Enhancement & Placemaking	\$140,000
Facilities/Office	\$173,950
Salaries/Wages/Benefits	\$422,466
Total Expenses	\$1,363,316

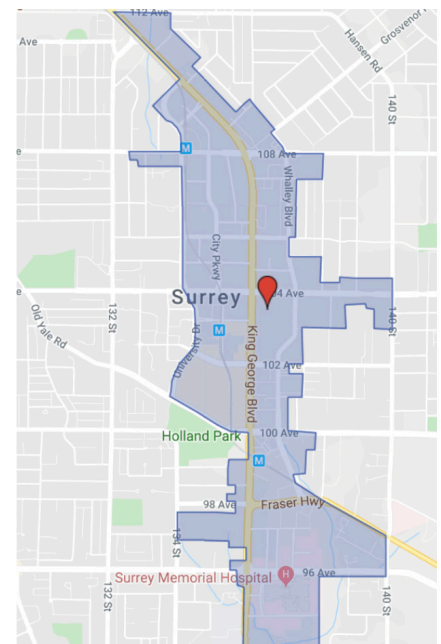
DOWNTOWN SURREY STATS

548 ha Area

825 Businesses in
Downtown Surrey*

604 Commercial properties
in Downtown Surrey

*based on information from Canada Post



Current boundary of the
Downtown Surrey Business
Improvement Area